

ORDER



Orders
Order / Rev: 197167
Alt Order #: 06839733
Product Desc: 8/14-8/20 SCOTT RIGELL
Estimate: 2724
Flight Dates: 08/14/12 - 08/20/12
Original Date / Rev: 08/09/12 / 08/09/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: American Media & Advocacy Group
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Rigell for Congress (R)
Demographic: A35-64
Product Codes: PL1
Priority: P2
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: SP10547
Agency External ID: IN16043/SP10305

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	6	\$1,475.00	\$1,253.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	6	\$1,475.00	\$1,253.75	0.00
Totals	6	\$1,475.00	\$1,253.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	11%	\$1,475.00
Market	100%	\$13,409.09

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	41%	\$5,497.73
WGNT	1%	\$134.09
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	21%	\$2,815.91
WTVZ	2%	\$268.18
WVEC	24%	\$3,218.18

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WVBT	08/18/12	08/18/12	MLB on Fox MLB on Fox	CM	MLB on Fox	-----S-	:30	2	\$350.00	P1	0.00	NM	2	\$700.00
FOX SATURDAY BASEBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	-----S-		2		\$350.00		0.00					
N 2	WVBT	08/18/12	08/18/12	Sa 1045-11p Fox Sportswrap Sat	CM	1045-11p	-----S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00

Order / Rev: 197167
 Alt Order #: 06839733
 Flight Dates: 08/14/12 - 08/20/12

Advertiser: POL/Rigell for Congress (R)
 Product Desc: 8/14-8/20 SCOTT RIGELL
 Estimate: 2724

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
SPORTSWRPWKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-		1				\$300.00		0.00			
N 3	WVBT	08/19/12	08/19/12	Su 1045-11p	CM	1045-11p	-----S	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
				Fox Sportswrap Sun											
SPORTSWRAPWKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S		1				\$300.00		0.00			
N 4	WVBT	08/14/12	08/17/12	M-F 9-10a	CM	9-10a	-TWTF--	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
				The Nate Berkus Show											
NATE BERKUS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWTF--		1				\$75.00		0.00			
N 5	WVBT	08/20/12	08/20/12	M-F 12-1p	CM	12-1p	M-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
				America's Court											
SWIFT JUSTICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----		1				\$100.00		0.00			
													Totals	6	\$1,475.00